

Prakash Chockalingam

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Professional Experience (7 years)

- [Yahoo! Ad Targeting](#), Santa Clara, CA: Senior Software Engineer (02/2010 – Present)
- [Next Level Security Systems](#) (NLSS), San Diego, CA: Software Engineer (08/2009 – 02/2010)
- [Yahoo!](#) Maps, Bangalore, India: Intern (05/2008 – 08/2008)
- [Sarnoff Innovative Technologies Pvt Ltd.](#), Bangalore: Software Engineer (02/2006 - 12/2007)
- [Ascendum Systems Pvt Ltd](#), Bangalore: Software Engineer (06/2004 – 01/2006)

Education

- Master of Science in Computer Engineering, [Clemson University](#). (4.0/4.0)
(Thesis: Non-Rigid Multi-Modal Object Tracking Using Gaussian Mixture Models)
- Master of Science in Software Systems, [Birla Institute of Tech & Science](#), Pilani, India.
- Bachelor of Engineering (Hons) in Chemical, [Birla Institute of Tech & Science](#), Pilani, India.

Technical Skills

- Programming/Scripting Languages: C, C++, Java, Objective-C, Perl, Php, Matlab.
- Big Data: Hadoop Map-Reduce, Pig, HDFS, Google App Engine (GAE), BigTable.
- IDE/Libraries/Framework: VS 6.0, VS.Net 2003, MFC, OpenCV, MySQL, STL
- Operating Systems: Windows XP/Vista, RHEL, Ubuntu

Important Projects

- **Retargeting** (07/2011 – Present at *Yahoo!*): Currently working on Yahoo's retargeting products using user's searches, commercial emails and page views. Formulated a generic framework to handle, at scale, any advertiser-defined rule-based retargeting problem.
- **Behavioral Targeting** (03/2010 – 06/2011 at *Yahoo!*): Worked on the behavioral targeting product in which millions of user's activities (like page views, ad clicks and searches) are modeled and classified into a pre-defined interest taxonomy which is used by the Yahoo! Ad servers to target users based on their past behavior on Yahoo! pages. The modeling and scoring is done on the cloud using Hadoop map-reduce paradigm.
- **Video Surveillance** (08/2009 – 02/2010 at *NLSS*): Developed a prototype to stream MPEG4 videos, decoded using a GPU, on a native browser window embedded on a flash swf file to provide online surveillance solution with a nice interactive UI using flash.
- **Object Tracker** (09/2009 – 07/2009 at *Clemson University*): Developed a fragment-based approach to track non-rigid multi-modal objects with contours. The object modeling is done using Gaussian Mixture Models and the contours are obtained using a Level set framework.
- **Yahoo! Maps** (05/2008 – 08/2008 at *Yahoo!*): Developed a prototype for a new feature in routing using Public Transit using C++, Perl and Php.
- **Video Annotator** (01/2007 - 08/2007 at *Sarnoff*): Designed and implemented a tracker to aid automatic annotation of videos using C++. API was designed in a way to incorporate more object representation mechanisms into the framework. UI was developed using C#.
- **Video Stabilizer** (02/2006 – 08/2006 at *Sarnoff*): Video stabilization and mosaicking product. Designed and developed a SDK in C++ and UI in MFC to interface with the FPGA-based hardware.
- **Microtype** (07/2004 - 12/2005 at *Ascendum*): I worked on this Keyboarding application, used in many US schools, for a full product life cycle from the requirements gathering phase till beta release. I was one of the C++ developers who developed the API for the product.

Publications and Technical Report

- *Adaptive Fragments-based tracking of non-rigid objects using Level Sets*, ICCV, 2009
- *Qualitative assessment of video stabilization and mosaicking systems*, WACV, pp. 1-6, 2008.
- *Automatic Stroke Classification in Tennis*, ICIAR, pp. 1128-1137, 2007.
- *Fragment based Parametric Tracking*, ACCV, pp. 522-531, 2007.
- *Sports classification using Cross-ratio histograms*, ACCV, pp. 116-123, 2007.
- *Binary tree based linear time fingerprint matching*, ICIP, pp. 309-312, 2006.
- A technical report on “*An introduction to Geometric Computer Vision*”, Clemson University, 2009.

Awards and Recognition

- Yahoo! ‘You Rock’ award for contribution to Behavioral Targeting product, 2011
- Yahoo! ‘You Rock’ award for contribution to Right Media Exchange Targeting Integration, 2010
- Reviewer for IEEE International Joint Conference on Neural Networks (IJCNN), 2007, 2009
- Won *first* prize in *Intel Cyberfiesta (Inter college Software Competition)* on Fingerprint Recognition.
- Won *first* prize in *Code Rash '04* as the best programmer of the year in BITS-Pilani, India.
- *Microsoft Certified Professional (MCP)* for C#

References can be provided from:

1) Dr Stan Birchfield, 2) Dr David Zhang, 3) Dr Balasubramanian Raman, 4) Mr. Arvind Lakshmikumar